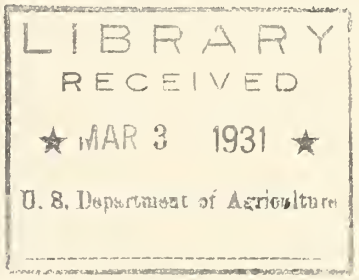
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Excerpt from a radio talk by
W. W. Vincent, chief, western
district, Food and Drug Administration,
U. S. Department of Agriculture,
broadcast through KGO, San Francisco,
and associated N. B. C. stations,
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HOW TO READ THE LABEL

Veterinary Preparations

There is no adequate drug treatment for poultry suffering with typhoid, cholera, coccidiosis, fowl pest, roup, diphtheria, chicken pox, Pullorum disease or diarrhoea of chicks and gapes, nor the blackhead of turkeys. Some of the latter mentioned can be prevented by proper precautionary methods, but once the disease is contracted it does not respond to drug treatment.

When it comes to hog diseases, there are no remedies other than serum or virus treatment for hog cholera, nor are there effective drug treatments for the hog flu or contagious abortion of swine, nor swine plague, and general claims that are made with respect to worms are not true. There are treatments for specific worms, but no preparations that are efficacious against all types of worms in animals. One seldom sees nowadays a drug remedy offered to cure hog cholera or tuberculosis, or contagious abortion of cattle. This is because of the activity of the Federal Food and Drug Administration in seizing drugpreparations claimed as having therapeutic value for these diseases.

Claims of preparations to cure distemper, pink eye, influenza, heaves, and worms in general, in horses, exceed the truth. And when it comes to dogs, farm or town variety, be they suffering with running or barking fits, black tongue, distemper, folicular mange, and all types of worms, there has not yet been a drug or combination of drugs that veterinary science could truthfully offer to the public as a treatment for such disease conditions.

The veterinarians are still looking for some drug to cure contagious abortion and tuberculosis in cattle. Every dairyman knows that certain of his cattle will at times suffer a decreased milk production and, if they don't, they should know that milk production in dairy cows cannot be increased above normal by the feeding of any drug or combination of drugs known to modern veterinary science. Decreased milk production is the result of many factors. Chronic and acute infectious diseases, lack of properly balanced rations, digestive disturbances, together with external and internal parasitic diseases, all may contribute to a decreased milk production. The farmer can temporarily increase a cow's appetite with certain bitter stomachics-with consequent temporarily increased milk flow - but the continued use of such appetizers will not assure an increased milk production.

Speaking of egg production, many preparations claimed to increase the number of eggs laid as well as their fertility, and to improve their hatchability, are unlawfully labeled. It is not within the power of drugs to achieve these results. Veterinarians agree that claims on drug preparations which purport to increase egg production are unwarranted and therefore fraudulent.

There are stock-feed manufacturers, as well as stock-remedy manufacturers, who are inclined to use the words "health" and "health-giving" in connection with their various preparations. The Food and Drug Administration cautions the buyer not to place reliance in such "health" claims as may appear on proprietary remedies or proprietary foods. To do so is wasting your money and, in addition, inviting serious loss. For what you need is scientific advice, proper medical treatment, or, perhaps only the proper feed, the proper housing, the proper ventilation for your stock.

Stock-raisers, farmers, city people-- all who are interested in animals or animal diseases-- have at their command, not only the Federal Department of Agriculture, but State experiment stations, and agricultural colleges, veterinarians, and county agents. All of these agencies are desirous of helping you to become intelligent stock or poultry raisers. Take your problems to them.

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